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TO: Distribution DATE: April 17, 1991

FROM: A. Goldfarb/E. Egan

SUBJECT: Bucks September Promotion -- Executive Summary

I. Overview

In September, Bucks will offer two price-based promotional offers -- a B1G1F (20 Bucks Free) and a VPR (20 Bucks for a Buck). Both offers will include a continuity overlay -- a Zippo lighter (brushed steel with Buckhead logo and personalization option), for cash and/or UPC's.

The objective of the price-based promotional offer is to stimulate maximum trial/retrial and obtain breakthrough visibility in the price competitive retail C-store environment. The continuity overlay is designed to drive conversion and build brand loyalty.

II. Promotional Details

Field Date:	September Sales Cycle
Offer:	B1G1F - 20 Bucks Free VPR - 20 Bucks for a Buck Both offers will include a bounceback continuity offer, a Zippo lighter with Buckhead logo.
Geographic Scope:	National
Featured Packaging:	B1G1F - polywraps VPR - pack sleeve w/$1.00 callout
Purchase Rqrmnts:	Zippo lighter for $5 plus 10 UPC's OR 40 UPC's
Penetration:	64,890 pack outlets
Total # Deals:	3.569 million
Total # Displays:	
Display Shippers:	43,260
Dump Bins:	21,630
Total Units Promoted:	104 mil. retail 29 mil. continuity bounceback (est.) 133 million Total Program
Total Budget:	$4 million
Cost per m:	$30.07

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